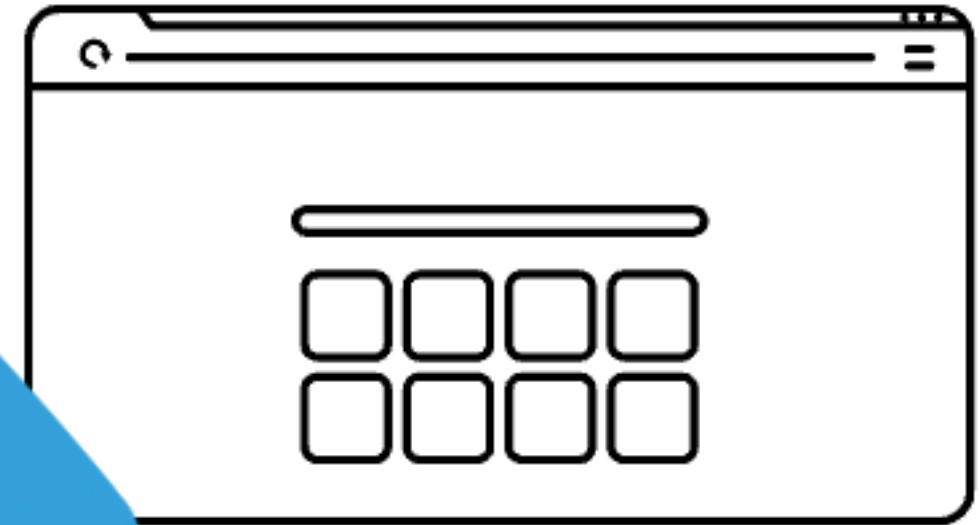


# Meet **NADA**

a new mom  
who is 29 years old

She believes her life got better after using  
NEW SNAPCHAT

LET US SEE WHAT HAPPENED

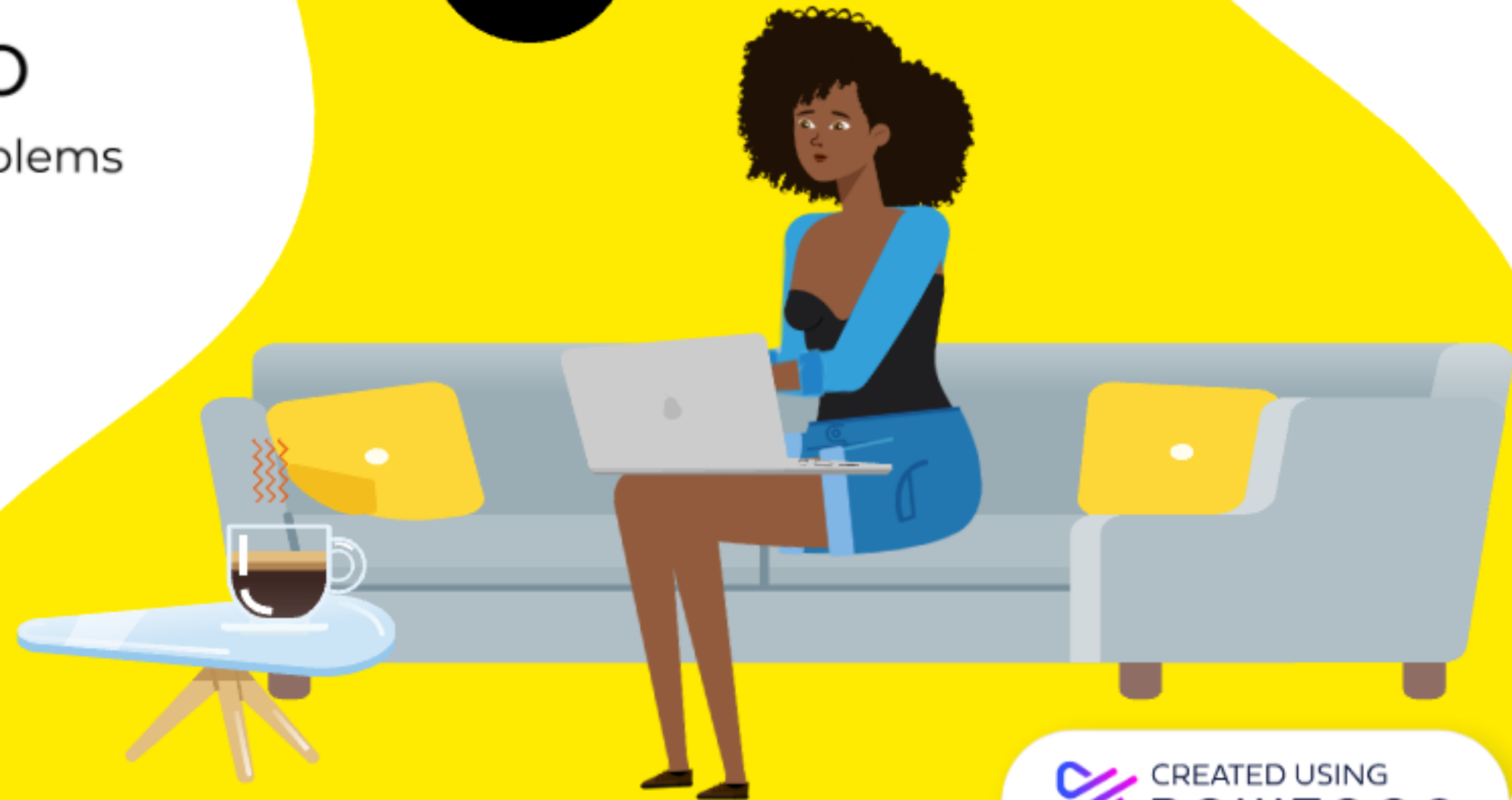


CREATED USING  
**POWTOON**

# Nada

finds it difficult to

get instant solutions for urgent problems  
facing her as a mom



CREATED USING  
**POWTOON**

# And it frustrates her because

there is no application that offers instant group  
messages with the ease of finding new groups with  
a simple search





*Oh my,  
what  
do I do?*

**Nada . . .**

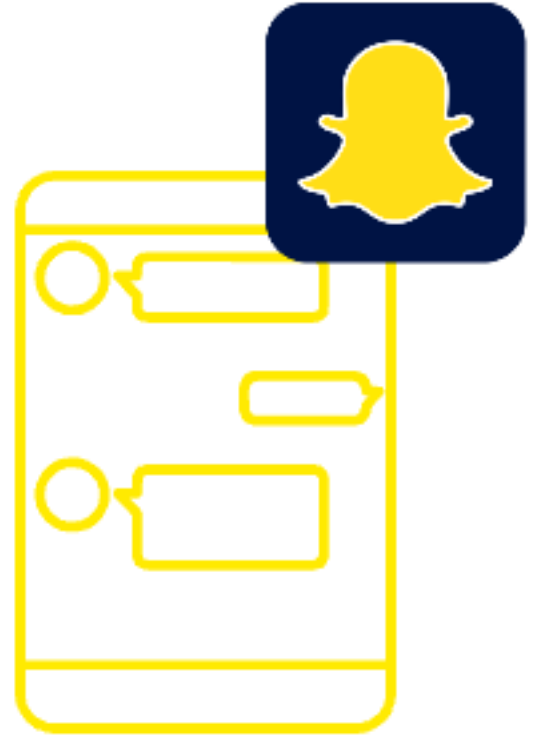


**SNAPCHAT  
NEW ENHANCED VERSION**

**SOLVES**

all those URGENT  
problems  
**for NADA**

# THE ENHANCED GROUP FEATURE CONTAINS







## **Groups purpose is for advice, news and connecting people**

LIKE: Book readers - Travel - Cooking - Movies - Tv shows - Celebrities - School - College - Study - Fashion - Health - etc.

## **Each group have field tags to make it searchable**

Field tags: are list of different fields to categorize the group topic.

## **Each group have a name, username that is unique, and one or multiple filed tags**

Groups can be searched in the search bar by their name, username, field tags.

## **Group chat, photo will disappear after 24 hour from the group chat and not instantly after the user open the group chat/group photo**



That is to increase the participation of users in that group for the shared discussion.

Although the admin and the user who shared the photo/text message will have the ability to delete it at any time without time restriction

## **Groups will have stories option**

Everyone participating in the group could share a story in the group stories, This story will appear in the discovery tab in the application.





## **Group stories will appear in the map**

when users click on it they view the story and have the option to connect to the group.

New connection will be approved by the admin.

## **Group story setting have the option to make stories public or private**

Public story: Appears in the for you section in the discover tab and in the map

Private story: Appears in the for group section in the discover tab. It is visible for people participating in the group and is not on the map



# **Snap chat users have the option to share their story in the My story, Our story or Group story**

My story: Add story to my story on discover tab

Our story: Add story to the map and my story on discover

Group story: Opens a list of all the groups that the user is participating in. Add story to my story, group story on on discover tab and if the group story setting is public the story is added to the map

## **Group story will disappear after 24 hour**

Although the admin or the creator of the story can delete it at any time



## OUR COMPETITORS ARE

Facebook groups and WhatsApp groups



They don't offer

# GROUP STORY FEATURE

This give us a competitive advantage

which creates value, perception of no close substitution available in the market for our target customers and customer loyalty



Now,  
**NADA**



**found all that she needs in  
1 place**

She now can share an urgent problem facing her as a mom  
and find the right answer instantly



Look at  
**NADA'S**  
HAPPINESS





BE LIKE  
**NADA**

and use the new snapchat

CREATED USING  
**POWTOON**